



# SANTA ANA DISTRICT NEWSLETTER

educate • inform • connect

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## Lender Roundtable

### February 18th

SBA's upcoming lender roundtable is set for Thursday, February 18th, 7am-10am at the Sheraton Airport Hotel in Ontario.

The address is 429 N. Vineyard Ave. Ontario, CA 91764.

Our special guest will be SBA's Vanessa Piccioni, Director of the National Guaranty Purchase Center in Herndon, Virginia.

She will be sharing her insights regarding guaranty purchases and how to avoid some of the more common pitfalls involved.

We will also be presenting awards to top-ranking lenders and lenders that have taken extra steps to support the small business community.

SBA's resource partner, [the Inland Empire Women's Business Center](#), is hosting the roundtable.

Participants can register by visiting [www.iewbc.org](http://www.iewbc.org) and clicking on 'Workshops' or clicking [here](#). You can also contact Carla Ulloa at 909.890.1242 or [culloa@iewbc.org](mailto:culloa@iewbc.org). Registration is \$40.

For any questions about the roundtable, contact Stephen Leung at 714.560.7450 or [stephen.leung@sba.gov](mailto:stephen.leung@sba.gov).

## Coachella Valley

### Small Business Event

The SBA is partnering with the [Coachella Valley Women's Business Center](#) and the [Coachella Valley Economic Partnership](#) to present the **Small Business Financial Resource Forum and Expo**, **Wednesday, February 3, from 7:30 am-12 noon at Agua Caliente Resort & Spa in Rancho Mirage.**

The address is:  
32-250 Bob Hope Dr.  
Rancho Mirage, CA 92270

Information about the Recovery Act will be available and two dozen area banks are expected to participate and answer questions that small businesses might have about access to capital.

Onsite counseling will be available and attendees will have the opportunity to schedule free counseling appointments with the CV Women's Business Center, an SBA entrepreneurial development program, hosted by California State University, San Bernardino.

To register, click [here](#). For more information, email [info@cvwbc.org](mailto:info@cvwbc.org) or call 760.345.9200. Registration is \$15.

## Latino Entrepreneur Conference Tomorrow!



The Conferencia de Empresarios Latinos (Conference for Latino Entrepreneurs) is taking place tomorrow in Santa Ana.

The event is free and will be held from 8am-4pm at Valley High School, located at 1801 S. Greenville Street.

The conference will be presented in Spanish and its goal is to promote the various resources and abundance of quality information available to the Hispanic business community in Southern California.

Along with an expo and networking opportunities, there will be three tracks to choose from in four sessions, with topics ranging from *Effective Communication* to *Internet Marketing Strategies* to *Legal Aspects and Business Insurance*.

The SBA is partnering with numerous agencies and organizations. To see a full list of participants and supporters click [here](#).

For more information and to register, visit this [website](#).

[Sylvia Gutierrez](#) is SBA's contact for more information. You can reach her by email or by phone at 714.560.7454.

See you tomorrow!

## SBA And NAMM!

The Santa Ana District Office recently trained small businesses at the [2010 NAMM Show](#) in Anaheim. The NAMM Show, presented by the [National Association of Music Merchants](#), is one of the largest music product trade shows in the world and an estimated 80,000 people attended this year's event!

Aimed at examining today's challenges, the Hands-On Training Zone was designed to create custom solutions targeted especially to professionals in the recording, live sound, houses of worship, and stage and lighting industries.

The SBA was one of about a dozen industry partners, agencies and organizations that offered a series of FREE special training seminars, face-to-face meetings, networking opportunities, and one-on-one mentoring to strengthen the knowledge base of the multitude of small businesses in the music industry.

Business Development Specialists Paul Smith and Eric Ravelli, and International Trade Specialist Martin Selander presented two seminars on SBA programs and services.



## SBDC Network Gathers For Professional Development Training

Consultants from SBA's Small Business Development Center network gathered recently in Chino to exchange best practices and participate in professional development training. The counselors came from all over the Santa Ana District's three counties to learn from one another and share insights on how better to serve the area's entrepreneurs.

The SBA administers the Small Business Development Center program to provide management assistance to current and prospective small business owners. SBDCs offer one-stop assistance to individuals and small businesses and provide support for the growth and development of the regional economy by advancing job creation and retention and business expansion.

The program is a cooperative effort of the private sector, the educational community and federal, state and local governments and is an integral component of SBA's network of training and counseling services.

Comprised of a [Lead Center](#), based at California State University, Fullerton, and three primary service centers, [Orange County SBDC](#), [Inland Empire SBDC](#) and [Tritech SBDC](#), the tri-county Santa Ana SBDC Network is focused on empowering local businesses.

Many thanks to interim Lead Center director, Bob Judevine, and the Lead Center's financial/administrative associate, Iris Miranda, for leading this initiative!

Kudos also to service center directors, Leila Mozaffari, Vincent McCoy and Mark Mitchell for supporting the effort!

The training day was also an opportunity to recognize a few of these outstanding business experts with awards from the SBA and their respective service center.



**The outstanding Santa Ana Regional Network SBDC team!**



**Lead Center interim director, Bob Judevine**



**TriTech consultant Steve Mednick, SBA deputy district director Rachel Baranick and TriTech director Mark Mitchell**



**IESBDC consultant Brad Mix, Rachel Baranick and IESBDC director Vincent McCoy**



**Rachel Baranick, TriTech consultant Sean Snider and Mark Mitchell**





**Rachel Baranick, OCSBDC consultant Linda Hoitt and  
OCSBDC director Leila Mozaffari**



**Vincent McCoy, IESBDC's Jennifer Hoff and Rachel Baranick**



**Lead Center associate Iris Miranda, Bob Judevine and Rachel Baranick**

## **SBA And Dell Partnership**

SBA and Dell have teamed up with a new series of videos to help entrepreneurs grow their companies.

The video series is called [Strategies for Growth](#), and is aimed at existing business owners seeking to answer questions such as how can I market my goods and services, contract with the federal government or minimize the effects of a disaster?

Viewers will see stories from award-winning entrepreneurs who share the growth strategies that worked for them. Business experts also offer advice on how to position your company for success.

## **Insight & Inspiration: Making Time**

You planned on getting to work early to finish the project that's due today, but now the car won't start. You know you wrote the mechanic's name down somewhere, but now you can't remember where you put it. You frantically search through your notes, but you can't find it anywhere. There's no way you're going to have time to finish your project. You start to panic.

*The clock just keeps ticking.*

Most of us have felt swamped at one time or another. With hectic work schedules, family responsibilities, and social engagements, there just doesn't seem to be enough time for everything we need and want to do. However, there is light at the end of the tunnel. Although life will always provide us with its little twists and turns, once we learn to manage our time wisely, much of the day-to-day chaos in our lives can be reduced or even eliminated.

Click [here](#) to read more...